

Tab 2 - Multi-Segment

California Tourism

For the month of: October 2008

	Current Month - October 2008 vs October 2007												Year to Date - October 2008 vs October 2007										Participation					
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from October 2007					Occ %		ADR (\$)		RevPAR (\$)		Percent Change from YTD 2007						Properties		Rooms		
	2008	2007	2008	2007	2008	2007	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2008	2007	2008	2007	2008	2007	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
	2008	2007	2008	2007	2008	2007	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2008	2007	2008	2007	2008	2007	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	62.1	66.5	107.62	108.19	66.84	71.92	-6.6	-0.5	-7.1	-4.2	3.0	-3.7	62.8	65.0	107.44	104.09	67.51	67.69	-3.4	3.2	-0.3	2.3	2.5	-0.9	50168	26474	4646151	3165922
Pacific	65.0	70.2	122.55	123.32	79.60	86.62	-7.5	-0.6	-8.1	-6.4	1.8	-5.8	68.1	70.5	126.66	122.59	86.24	86.39	-3.4	3.3	-0.2	1.3	1.5	-2.0	7750	3645	701295	497885
California	66.1	71.7	123.37	123.70	81.54	88.65	-7.8	-0.3	-8.0	-6.2	2.0	-6.0	68.6	71.0	124.39	120.02	85.32	85.21	-3.4	3.6	0.1	1.8	1.7	-1.8	5396	2566	485582	346991
Anaheim-Santa Ana, CA	66.1	71.8	116.73	122.12	77.18	87.65	-7.9	-4.4	-12.0	-10.9	1.2	-6.8	71.2	74.0	124.55	122.94	88.64	90.93	-3.8	1.3	-2.5	-2.3	0.2	-3.6	425	229	52936	41006
Los Angeles-Long Beach, CA	71.2	78.4	128.73	128.88	91.69	101.03	-9.1	-0.1	-9.2	-7.5	1.9	-7.4	73.9	76.8	129.68	123.63	95.79	94.96	-3.8	4.9	0.9	2.2	1.3	-2.6	969	434	93853	68472
Oakland, CA	65.0	73.9	97.99	99.17	63.73	73.28	-12.0	-1.2	-13.0	-11.0	2.3	-10.0	66.4	69.2	97.29	96.02	64.59	66.45	-4.1	1.3	-2.8	-2.3	0.5	-3.6	243	143	24333	19627
Riverside-San Bernardino, CA	55.5	65.3	92.89	95.65	51.52	62.41	-15.0	-2.9	-17.5	-13.9	4.3	-11.4	60.1	65.1	98.39	97.32	59.15	63.38	-7.7	1.1	-6.7	-3.1	3.8	-4.2	491	227	39938	26724
Sacramento, CA	57.3	59.5	94.63	95.43	54.23	56.74	-3.6	-0.8	-4.4	-2.7	1.8	-1.9	60.1	62.9	102.07	100.46	61.39	63.20	-4.4	1.6	-2.9	-1.0	1.9	-2.5	271	129	23621	16442
San Diego, CA	68.5	73.5	137.45	136.19	94.21	100.03	-6.7	0.9	-5.8	-4.4	1.5	-5.3	72.9	75.0	145.04	141.14	105.79	105.86	-2.8	2.8	-0.1	2.2	2.3	-0.5	457	257	55291	43489
San Francisco/San Mateo, CA	79.5	83.9	169.92	170.15	135.09	142.68	-5.2	-0.1	-5.3	-4.0	1.4	-3.9	77.5	76.5	158.58	149.06	122.86	114.01	1.3	6.4	7.8	9.3	1.4	2.7	389	209	51126	41229
San Jose-Santa Cruz, CA	66.0	73.3	123.56	122.99	81.50	90.17	-10.0	0.5	-9.6	-9.6	0.0	-10.0	68.5	71.2	125.35	119.23	85.87	84.89	-3.8	5.1	1.2	0.8	-0.3	-4.1	307	179	29095	22263
California South/Central	60.8	65.9	74.40	72.83	45.27	48.01	-7.7	2.2	-5.7	-1.1	4.9	-3.2	60.2	63.6	74.71	72.53	44.95	46.13	-5.4	3.0	-2.6	0.7	3.4	-2.2	331	157	24314	14983
California North	59.6	62.7	107.66	104.72	64.13	65.68	-5.0	2.8	-2.4	-0.4	2.0	-3.1	60.9	62.4	100.21	97.45	61.00	60.77	-2.4	2.8	0.4	2.5	2.1	-0.3	643	239	34780	19075
California North Central	54.7	56.9	90.50	88.42	49.52	50.27	-3.8	2.4	-1.5	1.9	3.5	-0.4	58.0	61.3	93.79	90.02	54.36	55.21	-5.5	4.2	-1.5	2.6	4.2	-1.5	271	108	17195	9314
California Central Coast	64.3	66.0	137.74	138.32	88.57	91.32	-2.6	-0.4	-3.0	-2.0	1.0	-1.6	67.0	68.2	140.07	138.82	93.78	94.63	-1.8	0.9	-0.9	0.5	1.4	-0.4	560	243	36845	23478
Bakersfield, CA	60.9	66.5	66.56	65.67	40.53	43.70	-8.5	1.3	-7.3	-3.9	3.6	-5.2	59.3	63.7	66.50	65.25	39.44	41.55	-6.9	1.9	-5.1	-2.9	2.3	-4.7	121	60	9381	5863
Fresno, CA	59.4	64.1	80.34	78.52	47.72	50.36	-7.4	2.3	-5.2	0.9	6.5	-1.4	59.6	62.4	79.75	77.65	47.56	48.49	-4.5	2.7	-1.9	3.0	5.0	0.3	119	61	9469	6315
Tulare/Visalia	63.3	67.9	77.70	75.83	49.16	51.49	-6.8	2.5	-4.5	-0.1	4.7	-2.5	62.7	65.5	79.97	76.61	50.10	50.21	-4.4	4.4	-0.2	2.2	2.4	-2.1	91	36	5464	2805
Santa Rosa	67.4	72.0	136.72	137.15	92.09	98.80	-6.5	-0.3	-6.8	-4.1	2.9	-3.8	64.5	66.5	125.74	126.63	81.14	84.25	-3.0	-0.7	-3.7	0.1	4.0	0.8	84	38	5851	3734
Redding/Chico	56.6	61.2	71.42	68.86	40.41	42.15	-7.6	3.7	-4.1	-1.5	2.8	-5.0	62.2	62.1	73.86	69.74	45.95	43.33	0.1	5.9	6.0	7.8	1.7	1.8	69	35	4545	2981
Vallejo/Napa Valley	63.2	65.1	147.02	140.67	92.93	91.62	-3.0	4.5	1.4	4.3	2.8	-0.2	61.5	63.3	126.72	119.95	77.95	75.95	-2.8	5.6	2.6	5.7	3.0	0.1	148	63	9585	5938
California Rural North	53.1	57.0	76.36	76.26	40.55	43.44	-6.8	0.1	-6.6	-5.5	1.2	-5.7	57.1	58.9	80.04	79.63	45.74	46.94	-3.1	0.5	-2.6	-1.4	1.2	-1.9	273	76	11771	4729
Eureka/Crescent City	62.6	62.1	73.86	69.95	46.27	43.46	0.8	5.6	6.5	6.5	0.0	0.8	64.2	65.2	79.39	76.70	50.98	49.98	-1.4	3.5	2.0	2.0	0.0	-1.4	69	27	3028	1693
Stockton/Modesto	60.4	61.7	74.73	72.81	45.11	44.92	-2.1	2.6	0.4	5.4	4.9	2.7	59.0	62.0	74.02	71.92	43.68	44.62	-4.9	2.9	-2.1	3.1	5.3	0.2	107	64	7443	5450
Central CA/Merced	50.4	53.3	104.92	101.89	52.88	54.26	-5.4	3.0	-2.5	-0.2	2.4	-3.1	57.2	60.8	109.33	103.81	62.49	63.13	-6.0	5.3	-1.0	2.3	3.4	-2.8	164	44	9752	3864
Oxnard/Ventura MSA	62.4	64.1	108.53	110.63	67.72	70.97	-2.7	-1.9	-4.6	-4.6	0.0	-2.7	67.6	68.0	111.42	109.86	75.37	74.74	-0.6	1.4	0.8	3.4	2.5	1.9	85	47	8056	6301
Santa Barbara/Santa Maria MSA	67.8	68.7	143.03	142.12	96.90	97.57	-1.3	0.6	-0.7	-0.4	0.2	-1.1	71.2	70.9	150.56	146.16	107.16	103.68	0.3	3.0	3.4	4.1	0.7	1.1	123	50	8883	4781
San Luis Obispo/Paso Robles	60.9	62.9	111.37	109.50	67.83	68.91	-3.2	1.7	-1.6	-0.6	1.0	-2.3	63.6	66.4	114.88	115.99	73.02	77.06	-4.3	-1.0	-5.2	-2.5	2.9	-1.6	150	62	8205	4942
Monterey/Salinas MSA	65.4	67.5	170.01	172.95	111.15	116.71	-3.1	-1.7	-4.8	-2.6	2.2	-0.9	65.6	67.3	169.16	168.34	111.03	113.36	-2.5	0.5	-2.1	-2.0	0.1	-2.5	202	84	11701	7454

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